

WE  
RISE  
BY  
LIFTING  
OTHERS



women  
HELPING  
women  
FUND

RESILIENCY  
CAMPAIGN

FUNDRAISING TOOLKIT





# ABOUT WHWF

**Women Helping Women Fund (WHWF) is committed to building a large community of educated, strategic givers who are inspired to make lasting change.** With donor support, WHWF awards grants for local programs, scholarships to young mothers and provides research to inform and affect policy impacting women and children in Spokane County.

**We believe that when women succeed, we all succeed.** As one of the few funding organizations in the Spokane community committed to raising and awarding funds to non-profit programs, we help make this possible. WHWF promotes and funds programs that remove the social, economic and educational barriers preventing women from reaching their full intellectual and vocational potential.

**We believe in pooling money to create a bigger impact.** Since 1992, we have raised nearly \$6 million and funded over 570 programs focused on the issues faced by women and children. We've achieved these results by consolidating resources, efforts and funds, and empowering the community to be change agents by supporting our women and children.

**We believe in careful allocations and real results.** Our allocations process ensures that there are demonstrable results achieved by programs receiving funds. The board is deeply involved in research and site visits to the programs. We ensure that the money we're granting is going to the best use, and we require data to ensure the success of the program.



# CAMPAIGN DETAILS

Date: March 31 - May 31

Campaign URL: [bit.ly/whwrc](https://bit.ly/whwrc)

Since 1992, Women Helping Women Fund has been committed to helping women and children in our community. It all started when five friends outlined their vision at a lunch together. They would raise and spend money locally to help women. Since then, our Annual Luncheon that has funded over 570 programs focused on the issues faced by women and children.

Due to the COVID-19 crisis, we had to make the tough decision to cancel our Annual Luncheon this year, but we aren't letting social distancing stop the great assistance we've provided over the past 27 years. We have decided to go digital by launching the [Women Helping Women Resiliency Campaign!](https://bit.ly/whwrc)

Proceeds from the campaign will provide flexible resources to local organizations working with women and children who are disproportionately impacted by this crisis.

[FAQs PAGE](#)



Volunteer fundraisers like you are the key to the success of this campaign!  
Invite friends, family, neighbors and co-workers to donate to your personal or team goal and create true change for our community.

Don't worry – no experience is necessary. All you need is a willingness to share your enthusiasm about why you support Women Helping Women Fund. In this toolkit you will find email and social media templates. We are also here to help! Feel free to reach out to our office at [info@whwfspokane.org](mailto:info@whwfspokane.org) or 509.328.8285.

We've set a suggested goal of \$1,350 for Individual Fundraisers or \$2,020 for Fundraising Teams.  
There is no penalty for not reaching the suggested goal. We appreciate your support!

1

## GET STARTED

- Register yourself as an individual or team on [our website](#) or by calling the office at 509.328.8285
- If you prefer to fundraise using all the bells and whistles, you can utilize the Fundraising Dashboard to personalize your profile, access the fundraising toolkit, find the custom link for your fundraising page, and share your page. You can either keep the suggested fundraising goal or increase your goal. This can be changed at any time.
- If you prefer to fundraise the traditional way, simply direct people to [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate). Make sure they know to search for your name by clicking the purple "Donate to a Fundraising Individual or Team Goal" on that page.

2

## START ASKING

- Invite people to donate in multiple ways – call, text or email. You can also share your personalized fundraising page or [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) with your network on social media.
- Use the graphics and email/social templates to spread the word.
- Remember that most people need more than one invitation to join this campaign.
- If you notice that someone you invited to contribute toward your goal has donated to the campaign, but it has not applied toward your goal. Contact us at 509.328.8285 or [info@whwfspokane.org](mailto:info@whwfspokane.org).

3

## FOLLOW UP

- After someone donates toward your fundraising goal, make sure to thank them. Send a note, post a video, or sing their praises on social media! Being appreciated gives everyone that warm fuzzy feeling.
- Celebrate milestones with donors! Reach out to update them when you reach a certain number of donors, receive a large donation, reach your goal, etc. If you personalized your Fundraising Dashboard, simply click "Send a Fundraising Email" from your dashboard and select your recipients.
- Pat yourself on the back for a job well done. We couldn't do this without you!

# EMAIL TEMPLATE

You can use this to help spread the word with others in your network.

Friend,

I've been attending the Women Helping Women Luncheon for many years. Due to the current COVID-19 crisis, the tough decision was made to cancel the 28th Annual Luncheon scheduled for May 19.

Social distancing won't stop the great assistance they have provided to our community for 28 years. They have decided to go digital by launching the Women Helping Women Resiliency Campaign in lieu of their Annual Luncheon this year!

I just registered as a volunteer fundraiser for the Women Helping Women Resiliency Campaign with a fundraising goal of \$\_\_\_\_\_.

Proceeds will provide flexible resources to organizations in the Spokane area working with women and children who are disproportionately impacted by the economic consequences of the COVID-19 crisis.

Please consider making a donation toward my goal here: [INSERT PERSONAL FUNDRAISING LINK OR [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) HERE].

We know women and children will still be struggling long after the immediate crisis is past. Thank you for making a difference today.

All my best,

# SOCIAL MEDIA

You can use this to help spread the word on social!

FOLLOW US AND JOIN THE CONVERSATION:



@whwf.spokane



@whwfspokane



@whwfspokane

USE THESE HASHTAGS  
TO PROMOTE THE FUNDRAISER:

#whwfspokane

#whwcampaign

#ourgirlspokane



# FACEBOOK & INSTAGRAM

You can use these template posts to help spread the word on Facebook and Instagram. If you would like to tag us, our Facebook handle is @WHWF.Spokane and our Instagram handle is @WHWFSpokane

Remember that Instagram doesn't allow hyperlinks in descriptions, so it may be best to put your fundraising link in your bio and direct people there.

Twitter templates can be found on your fundraising dashboard.

## POST ONE

I just registered as a volunteer fundraiser for the Women Helping Women Resiliency Campaign with a fundraising goal of \$\_\_\_\_\_.

Proceeds will provide flexible resources to organizations in the Spokane area working with women and children who are disproportionately impacted by the economic consequences of the COVID-19 crisis.

Please consider making a donation toward my goal here: [INSERT PERSONAL FUNDRAISING LINK OR [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) HERE]

For more information, visit: <https://bit.ly/whwrc>

#whwrcampaign #whwfspokane #ourgirlspokane

## POST TWO

It is more important than ever to meet the needs of lower income women and children who will feel the the impact of the COVID-19 crisis for the longest time. These women and children have long been supported by Women Helping Women Fund.

In an effort to respond to the current challenges presented by social distancing and the cancellation of their Annual Luncheon, Women Helping Women Fund has launched a Resiliency Campaign with the goal of raising \$300,000.

I registered as a volunteer fundraiser for the campaign with my own goal of \_\_\_\_\_. Will you consider a donation today: [INSERT PERSONAL FUNDRAISING LINK OR [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) HERE]

For more information, visit: <https://bit.ly/whwrc>

#whwrcampaign #whwfspokane #ourgirlspokane

# FACEBOOK & INSTAGRAM

You can use these template posts to help spread the word on Facebook and Instagram. If you would like to tag us, our Facebook handle is @WHWF.Spokane and our Instagram handle is @WHWFSpokane

Remember that Instagram doesn't allow hyperlinks in descriptions, so it may be best to put your fundraising link in your bio and direct people there.

Twitter templates can be found on your fundraising dashboard.

## POST THREE

Women Helping Women Fund isn't letting social distancing stop the great assistance they have provided to our community since 1992. They have decided to go digital by creating the Women Helping Women Resiliency Campaign in lieu of their Annual Luncheon this year!

Proceeds will make a difference in our community for women and children who are disproportionately impacted by the economic consequences of the COVID-19 crisis.

I've almost reached my fundraising goal! Only \$\_\_\_\_\_ left to go! Please consider making a donation toward my goal here: [INSERT PERSONAL FUNDRAISING LINK OR [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) HERE]

For more information, visit: <https://bit.ly/whwrc>

#whwrcampaign #whwfspokane #ourgirlspokane

## POST FOUR

A big thank you to everyone who has already donated toward my fundraising goal for the Women Helping Women Resiliency Campaign!

The end of the campaign is coming up on May 31st and I am hoping to raise another \$\_\_\_\_\_. You can donate toward my goal here: [INSERT PERSONAL FUNDRAISING LINK OR [bit.ly/whwrc-donate](https://bit.ly/whwrc-donate) HERE]

Proceeds will be used to provide flexible resources to organizations in the Spokane area working with women and children who are disproportionately impacted by the COVID-19 crisis. For more information, visit: <https://bit.ly/whwrc>

#whwrcampaign #whwfspokane #ourgirlspokane



# THANK YOU, THANK YOU, THANK YOU!



Women Helping Women Fund (WHWF) is a 501c(3) public charity registered with Washington State Secretary of State.

Every gift qualifies for the maximum charitable income tax deduction permitted by law. EIN 91-1561874